EXHIBIT D



TRAVEL > TRIP IDEAS > AROUND THE MIDWEST

10 Amazing Nordic Sauna Experiences in the **Upper Midwest**

Wisconsin and Minnesota (and especially Minneapolis) are fired up over sauna culture. Here are 10 top ways and places to get your steam on.

By **Julia Sayers Gokhale** Published on December 4, 2024











At Silvae Spiritus, you can soak in a wood-fired hot tub, meditate in a sauna or plunge in a cold tub, all surrounded by woods, PHOTO: JON KREYE

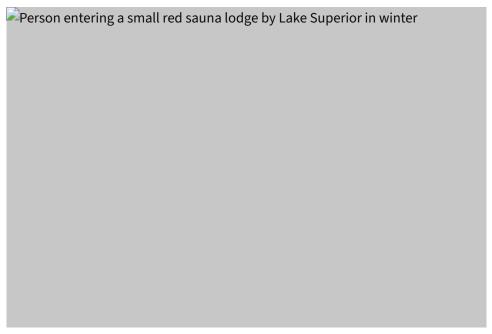
It's late January in Minneapolis, and there's a sea of people in bathing suits. Outside. Armed with beanies and boots, folks shuffle through a cluster of mobile saunas. Some watch the action from barrel saunas while others join guided experiences in larger cedar structures. Many emerge steaming and head straight for an icy dunk tank. The Sauna Village is part of The Great Northern, an annual arts and activism festival dedicated to celebrating winter. But in ways, this is business as usual in Minnesota.

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1915). Over the last several years, interest in thermic bathing has grown significantly as folks discover its potential health benefits (reduced blood pressure, muscle recovery, increased circulation). And recently, Minneapolis has cultivated its own take on the culture—a little more social, a little more lively. It ignited, you might say, with John Pederson, who launched the 612 Sauna Society, a community-owned start-up, and subsequently Stokeyard Outfitters in 2017. That year, Stokeyard launched a Thermaculture program at the Hewing Hotel, featuring rooftop saunas and cold plunge tubs; the first Sauna Village at The Great Northern was held in 2023.

Pederson—who now works with <u>Superior Sauna and Steam</u>, a sauna supplier and showroom—worked with the city to secure permits for pop-up and permanent experiences. Now, Minneapolis has more quality public sauna experiences than any other city in the country.

"The Twin Cities has a wonderful combination of traditional Nordic sauna influence supercharged with urban newbie curiosity and enthusiasm," Pederson says. "It's uniquely positive, innovative and kind—yet very understated and still largely under the radar. It's uniquely Midwestern in that way."



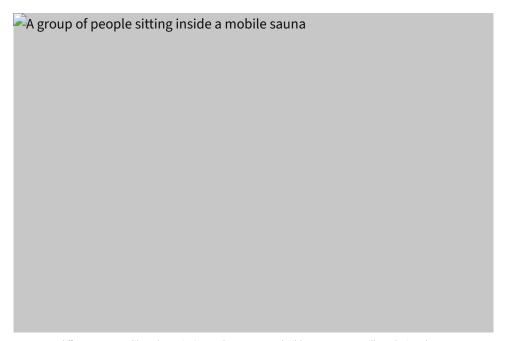
Cycle between a sauna with a water view, a firepit and a plunge in the lake at Sisu and Löyly in Grand Marais, Minnesota,. PHOTO: ACKERMAN + GRUBER

Though Minnesota has led the trend, you'll find pockets of new-wave sauna culture across the Upper Midwest. Guided thermic experiences, custom in-home sauna companies, cold-therapy workshops and sleek bathhouses are popping up in several cities and states.

serve up, enjoy and improve this experience. The quality of the heat and steam matter, the space matters, the hospitality matters. In Minneapolis, we've become a city of connoisseurs, experts and legit sauna nerds—it's so fun."

Here are 10 great sauna experiences in Minnesota and Wisconsin.

Sauna Village at the Great Northern Festival, Minneapolis



You can try different saunas—like Urban Wing's translucent custom builds— at a pop-up village during The Great Northern fest in Minneapolis. PHOTO: JAYME HALBRITTER FOR THE GREAT NORTHERN

Dip your toe into sauna culture at <u>The Great Northern's</u> annual Sauna Village. Try out a variety of heat levels, structures and experiences from the mobile saunas of popular companies. You can buy a pass to bop around on your own time, or join a guided experience with a pro leading participants through cycles and varying heat levels.

Hewing Hotel, Minneapolis



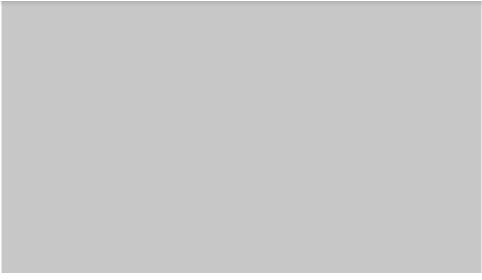
The Hewing Hotel has both rooftop saunas and cold plunge tubs. PHOTO: COURTESY OF HEWING HOTEL

On Thursday evenings, John Pederson hosts Thermaculture classes at this
North Loop hotel. Each session includes a gentle guided steam, aromatherapy, mindful meditation and light breath work. The 90-minute ticketed event is open to the public. Hotel guests can enjoy the heated rooftop pool and dry sauna any day.

Sauna Camp, Excelsior, Minnesota

Imagine the camaraderie of a summer camp, but in the middle of winter. On the edge of Lake Minnewashta 30 minutes west of Minneapolis, <u>Sauna Camp</u> hosts two-hour sessions where you can rotate between eight wood-fired barrel saunas. But the coolest part? Plunging directly in the frigid lake via holes carved in the ice. One of cold therapy's many benefits: it's an immediate mood boost.

Wild Rice Retreat, Bayfield, Wisconsin



At Wild Rice Retreat, take in views of the woods from the cedar sauna— and don't skip the rain shower after. PHOTO: COURTESY OF WILD RICE RETREAT

Immerse yourself in the beauty of winter at this wellness escape near Lake Superior. Guided retreats are offered year-round; seasonal options include a Let It Go retreat for the New Year (December 27–29), and The Art of Rest and Renewal featuring yoga, sauna rituals, outdoor hikes and meditation (January 23–26).

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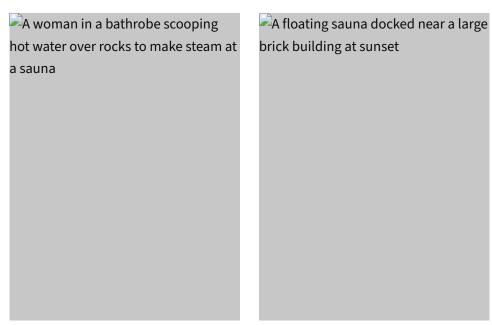
The Yard, Minneapolis

A group of people in The Yard sauna showroom at night

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Part of Superior Steam and Sauna, <u>The Yard</u> isn't your typical showroom. Yes, products are on display, but for \$25, you can relax for an hour among outdoor saunas, cold showers, a misting pergola, patios and fireplaces. The vibe is chill and quiet, with an accompanying playlist. You can also buy a season pass for \$200.

Cedar and Stone Nordic Sauna, Minneapolis and Duluth



L: Cedar and Stone's saunas on the roof of the Four Seasons Hotel host both private and communal sessions. PHOTO: ETHAN SCHULTZ

R: Hop aboard Cedar and Stone's floating sauna in Duluth. PHOTO: ETHAN SCHULTZ

A custom in-home sauna company, Cedar and Stone also offers two public experiences. In Duluth, guests can board a barge in the harbor for <u>guided</u> <u>experiences in a floating sauna</u>. Two sleek saunas on the roof of the Four Seasons Hotel in Minneapolis host <u>private or communal sessions</u>. Afterward, relax with herbal tea while overlooking the skyline.

Watershed Spa, Minneapolis

Spend time in hot and cold baths and a sauna at Watershed. PHOTO: COURTESY OF WATERSHED SPA

<u>Watershed</u> is a modern interpretation of an ancient communal bathhouse. Start your session with a shower and salt scrub before rotating between a hot pool, steam room, sauna and cold plunge. A dark and starry sky above the pools sets the mood for a quiet, restorative experience.

Sand Valley, Nekoosa, Wisconsin

This central Wisconsin resort hosts an annual <u>Elemental Wellness Retreat</u> focused on contrast therapy— pairing heat sessions with cold exposure. The four-day event (January 17–20) draws on the principles of Wim Hof, a Dutch extreme athlete who preaches the gospel of cold therapy. Yoga breath work and sauna mentally and physically prepare guests for frozen-lake plunges and winter hikes sans coats.

Sisu and Löyly, Grand Marais, Minnesota

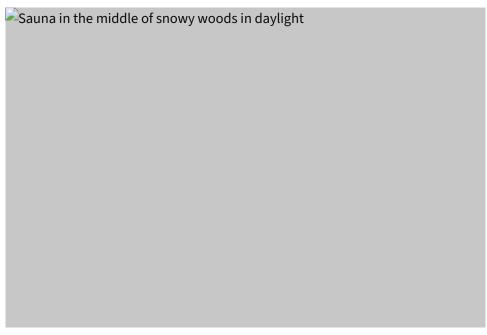
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Enjoy views of Lake Superior from the window in Sisu and Löyly sauna. PHOTO: ACKERMAN + GRUBER

Sisu is a Finnish word evoking grit and tenacity—fitting for Minnesotans as well. At this little red lodge by Lake Superior, you can cycle between a sauna with a water view, a firepit and a plunge in the lake. <u>Sisu and Löyly</u> also has a floating sauna on Devil Track Lake, open in warm months, and a mobile sauna in Lutsen in winter.

Silvae Spiritus, Finlayson, Minnesota



Embrace the peace of the woods at Silvae Spiritus. PHOTO: JON KREYE

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forest" in Latin.) With minimal human noise, you can soak in a wood-fired hot tub, meditate in a sauna or plunge in a cold tub— all surrounded by the woods. Cabin guests can also join guided walks and meditative sound immersions.

More Great Saunas

You don't have to look far in the Upper Midwest to find a sauna. Here are some other great spots: <u>Takka Saunas</u> (Eagle Harbor and Hancock, Michigan); <u>Nordic Night</u> (Stevens Point, Wisconsin); <u>Ambique</u> (Chicago); and <u>Hot Spell</u> (Milwaukee).

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A covered wooden raft floating on a clear lake surrounded by trees

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A scenic view of a lake with several individuals kayaking and paddling near a

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and waterfall, with dense forest above

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A kayaker
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Resort pool area with lounge chairs, water slide, and scenic buildings in

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CEDAR & STONE NORDIC SAUNA

SIDING, DECKING, TRIM

Cedar & Stone Nordic Sauna are not only partners of ours, they are dear friends and neighbors along the North Shore in Duluth, MN. Since their inception, they have focused on the use of innovative, sustainable materials in their line of hand built, Nordic Saunas. One of these materials is our thermally modified wood, used as both siding and decking as well as trim and accent features throughout a variety of past builds and future designs.

Here we take a look at some of the wonderful creations that have come out of their studio in Duluth, MN.

For more information on Cedar & Stone, visit $\underline{\text{cedarandstonesauna.com}}$ and be sure to follow them $\underline{\text{@cedarandstonesauna}}$

The Secret Weapon for Backyard Sauna Perfection: Homeowners and Thermally Modified W...



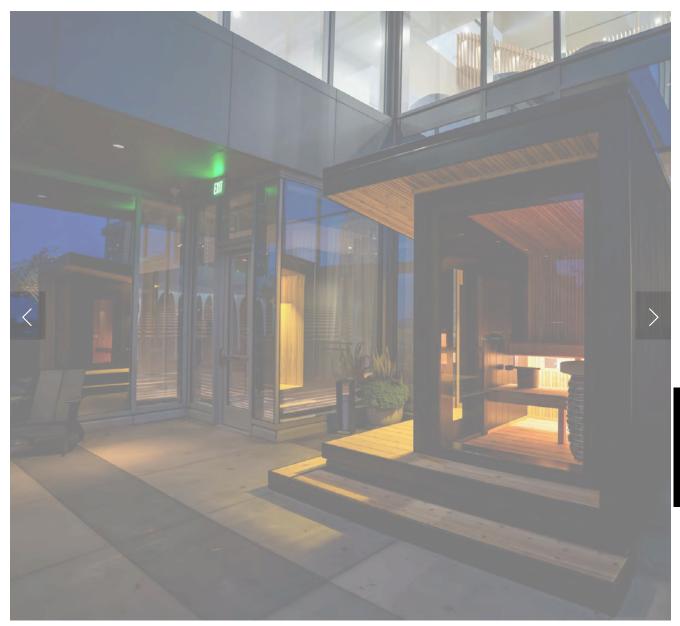
Cedar & Stone Nordic Sauna is on a mission to host 1 million people for sauna to build more resilient lives by 2033.





Project Feature: Model 3 with <u>BRNSH Burned & Brushed Pine, Black Oil</u> in Frederic, WI at <u>Nordlys Lodging Co.</u> - See Full Project Here

Photos by Ethan Schultz @ Shot x Schultz





Project Feature: Model 3 and Model 5 Saunas with <u>BRNSH Burned & Brushed Pine, Black Oil</u> at The Four Seasons Hotel Minneapolis - See Video of This Project Here

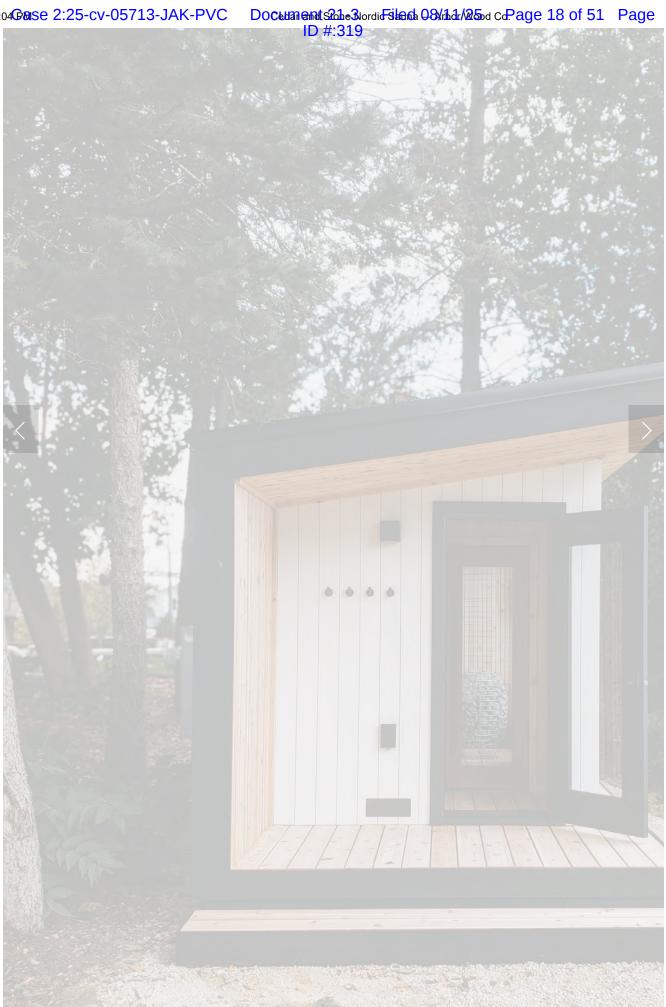
Photos by Ethan Schultz @ Shot x Schultz





Project Feature: Residential Model 8 with NATRL Ash Siding - See the full project here

Photos by Ethan Schultz @ Shot x Schultz





Project Feature: Model 5+ with ELMNT Brushed Pine, White Oil Siding

Photos provided by Cedar & Stone

"The best way I know to relieve stress, the most efficient and effective, it literally works every time is... The Nordic sauna."

— Justin Juntunen, Co-Founder - Cedar & Stone Nordic Sauna

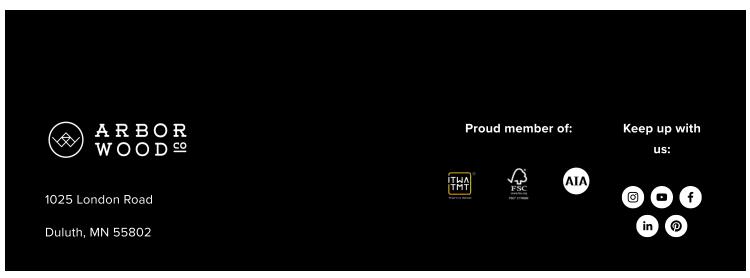


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Embracing the Nordic Cycle: Health Benefits of Saunas and Cold Plunge Tubs

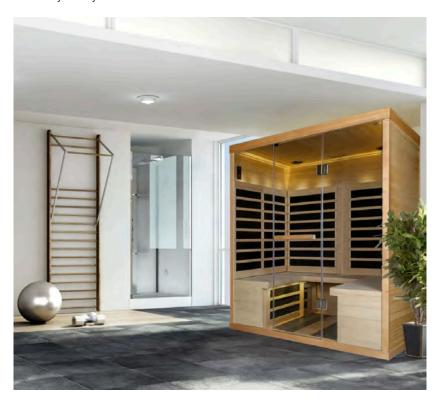
Posted: October 3, 2024

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In recent years, the Nordic Cycle—a practice that combines alternating sessions in a sauna with a cold plunge—has gained popularity for its potential health benefits. This ancient ritual, rooted in Nordic traditions, is not only invigorating but also backed by a growing body of scientific research highlighting its numerous advantages. The experts at Aqua Quip have done extensive research to bring you the very best in saunas and cold plunge tubs to help you reap the benefits of the Nordic Cycle in your own home.

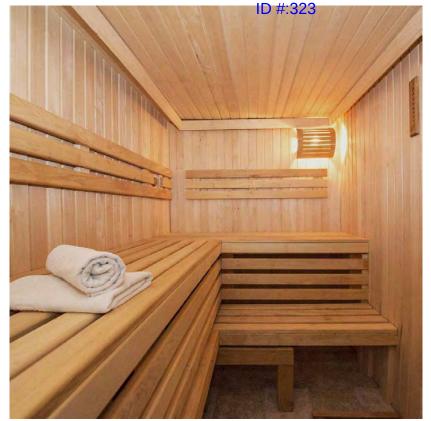


The Nordic Cycle: A Brief Overview

The Nordic Cycle typically involves spending time in a sauna, followed by a plunge into a cold plunge tub like the Chill Tub Pro or Jacuzzi Kodiak. This sequence is repeated several times, with the hot and cold exposures working in tandem to enhance overall well-being. The process usually starts with a sauna session lasting around 15-20 minutes, followed by a quick, refreshing immersion in cold water for 1-3 minutes, and then a period of rest before repeating the cycle.

Health Benefits of Saunas





1. Improved Cardiovascular Health

Regular sauna use has been linked to improved cardiovascular health. The heat from the sauna causes blood vessels to dilate, which improves circulation and lowers blood pressure. Studies have shown that frequent sauna users have a reduced risk of heart disease and stroke. The increased heart rate experienced during a sauna session can be comparable to moderate exercise, providing a cardiovascular workout without physical strain.

2. Enhanced Detoxification

Sweating in the sauna helps to expel toxins from the body. The elevated temperature stimulates sweat production, which can aid in the removal of heavy metals and other waste products from the body. This detoxification process is often cited as a reason for the feeling of rejuvenation and clarity that follows a sauna session.

3. Relaxation and Stress Relief

Saunas are renowned for their ability to promote relaxation. The heat helps to relax muscles, alleviate joint pain, and reduce overall stress levels. The soothing environment of the sauna, combined with the release of endorphins, creates a calming effect that can help to improve mental well-being and promote better sleep.

Health Benefits of Cold Plunge Tubs



1. Reduced Inflammation and Muscle Soreness

Cold plunge tubs, or cold water immersion, are often used by athletes to reduce inflammation and muscle soreness. The cold water causes blood vessels to constrict, which helps to decrease swelling and numb pain. This can be particularly beneficial after intense physical activity, aiding in faster recovery and reducing muscle fatigue.

2. Enhanced Immune Function

Exposure to cold water has been shown to stimulate the immune system. Cold immersion is said to increase the production of white blood cells, which play a crucial role in fighting off infections and diseases. Regular cold plunges may contribute to a more robust immune response, enhancing overall health and resilience.

3. Improved Circulation and Mental Clarity

The shock of cold water immersion causes blood vessels to constrict and then dilate once the body warms up again. This process improves circulation and can lead to better oxygenation of tissues. Additionally, the invigorating nature of cold plunges can boost alertness and mental clarity, making it a refreshing way to start the day or recharge during a midday slump.

The Synergistic Effects of Combining Heat and Cold

The combination of saunas and cold plunge tubs creates a unique physiological response known as contrast therapy. Alternating between hot and cold exposure stimulates the circulatory system, enhancing blood flow and promoting the efficient delivery of nutrients to tissues. This cyclical process can help to accelerate recovery, reduce muscle soreness, and improve overall physical and mental well-being.

Moreover, the Nordic Cycle can be a deeply satisfying experience that promotes mindfulness and relaxation. The ritual of moving between the intense heat of the sauna and the refreshing cold of the plunge can serve as a meditative practice, helping individuals to center themselves and escape the stresses of daily life.

Incorporating the Nordic Cycle into Your Routine

For those interested in trying the Nordic Cycle, stop in and see the experts at Aqua Quip to try out the array of sauna and cold plunge models available for both indoor and outdoor applications. Turn your home into a wellness center for self care and make this the best year of your life.

As with any wellness practice, it's a good idea to consult with a healthcare professional before starting, especially if you have underlying health conditions or concerns.

Conclusion

The Nordic Cycle, with its combination of sauna and cold plunge tub sessions, offers a range of health benefits, from improved cardiovascular health and enhanced detoxification to reduced inflammation and better mental clarity. By incorporating this ancient ritual into your wellness routine, you may find a new level of vitality and balance, embracing the invigorating power of heat and cold. So, step into the heat, take the plunge, and experience the transformative effects of the Nordic Cycle with an Aqua Quip near you.

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Native Finn, familiar with the Finnish sauna culture \cdot Author has **7.5K** answers and **21.7M** answer views \cdot 6y

I think that the essential questions before choosing a sauna are related to two things: first the regulations in your country or area concerning fire and sewage and secondly what functions you wish to have in your sauna.

The sauna stoves can be electric or wood burning models. An electric stove can be installed in any sauna, but a wood burning sauna produces smoke and there may be limitations for that in some areas.

I prefer a wood burning stove for the quality of a sauna session, but it needs more work and I don't have enough time to use at work days, so its use is limited to the days I'm free. It doesn't really take that much of timebut adding wood and carrying water are away from my other tasks in the evening, so in practice I prefer the electric stove during the week. In the weekends I prefer the wood burning stove (I have several saunas so I can choose).

Both electricity and wood will cost some money, but firewood also needs a shed to be stored.

Water is always used in a sauna. You probably don't plan to install plumbing in your garden, but the water used in a sauna must go somewhere even if you carried the water in.

Do you wish to be able to wash yourself in your sauna? That's the normal presumption in Finland: you have your heat sessions and in the end you'll wash yourself. And that ends up with waste water draining out of your sauna. What are the regulations for waste water in your area? You may have to install some sort of a cleaning system for them. Here are a couple of pictures of simple waste water systems in Finland, meant for summer cabins and other random use:

Mökkivedet | KVVY

If you are planning to do all the washing in the house, you don't need such systems for one or two buckets of water you use for throwing water on the stove. But you must rinse the benches after use, so that adds to the total amount of water used. It's up to your country's rules.

A simple sauna is just a heated room. There are models that consist only of that one sauna room with nothing else. But there are functions you may want to include.

You may want some sort of a canopy in front of the sauna. If it rains it's nicer to cool down in a shelter and your clothes stay dry under it.

You may want a dressing room attached into your sauna. It offers a protected space to undress and to store accessories like towels, maybe a small refrigerator or extra firewood in case you have a wood burning stove.

There are ready models that cover all these wishes.

Here is one that has been planned to be a nice place to spend time in all weathers:

https://saunat.net/useruploads/files/esitteet/metsola15_esite.pdf

Source page: Teuvan Mökki- ja Sorvituote

A smaller and cheaper model with same functions:

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A model wit a saunaroom and a canopy: Spring UP pihasauna kiukaan kera tai valmissauna |

Source page (with samples of mobile saunas too): Osasto: Saunat ja saunamökit | Finnpeak

A very simple model with only the sauna room: Pihasauna KV6S Source page: Pihasaunat netistä | Taloon.com

I like this model, because it has enough space in the actual sauna room. You can actually wash yourself there comfortably: Valmissauna Happy Steam \mid Finnpeak

Source page: Valmissauna Happy Steam | Finnpeak

Barrel saunas seem to be popular. I'm not agains them, but I find one problem in them though: they are too low. A sauna should be high enough so that your feet are on the same level as the rocks in the stove. Only then they get heat. In barrel saunas your feet are on the floor, so they don't get heat at all. It's up to your wishes of course, whether this is important. You see barrel saunas too on those pages that I linked.

Related questions

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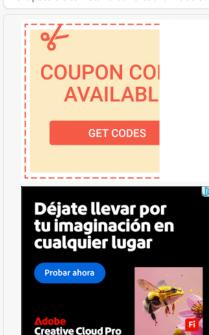
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αο τηατ.

You need a biggish tub for cold water and a smaller one for hot water. When you wash, you just mix those in a bucket to have nice warm water. Then you use a ladle to wet and rinse yourself. That may feel difficult and inconvenient in the beginning but you'll learn it. "Every Finn" knows how t do that and I personally enjoy it more than a shower. It's a soft and peaceful way to clean yourself.

Water heater models:

One that's been built around a chimney: Parra piippuvesisäiliö 30 I, RST

This one doesn't require extra space because it's above the stove. The only problem is that the water tends to boil, it heats too efficiently.

A small model with a fixed hot water tank. This is the most common model in Finland, I think: Helo 16 PK ES vesisäiliöllä puukiuas | Karkkainen.com verkkokauppa

A separate ...cauldron? ...pot? for heating water. This requires a bigger sauna room of course. It stems from the time when also laundry was done in a sauna. You won't run out of hot water no matter how much you wash yourself :-)

Google Image Result for

http://www.kolumbus.fi/olli.sylvestersson/Kuvia/Sauna/kiuas%20ja%20pata.jpg

You notice that all of these heaters work only in a wood hurning sauna



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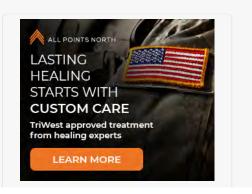
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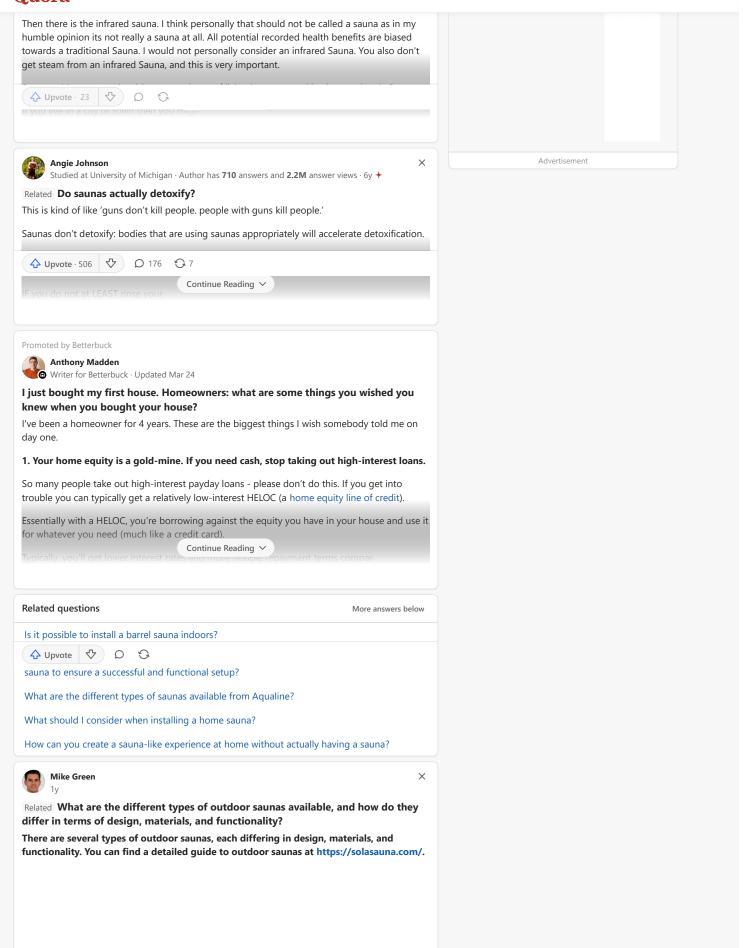
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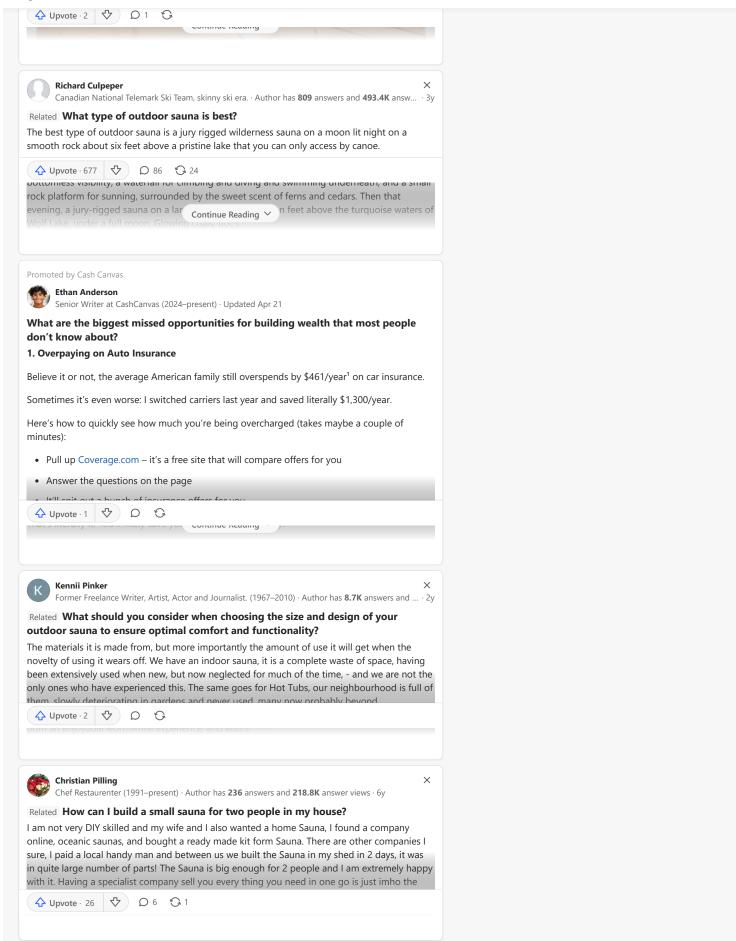


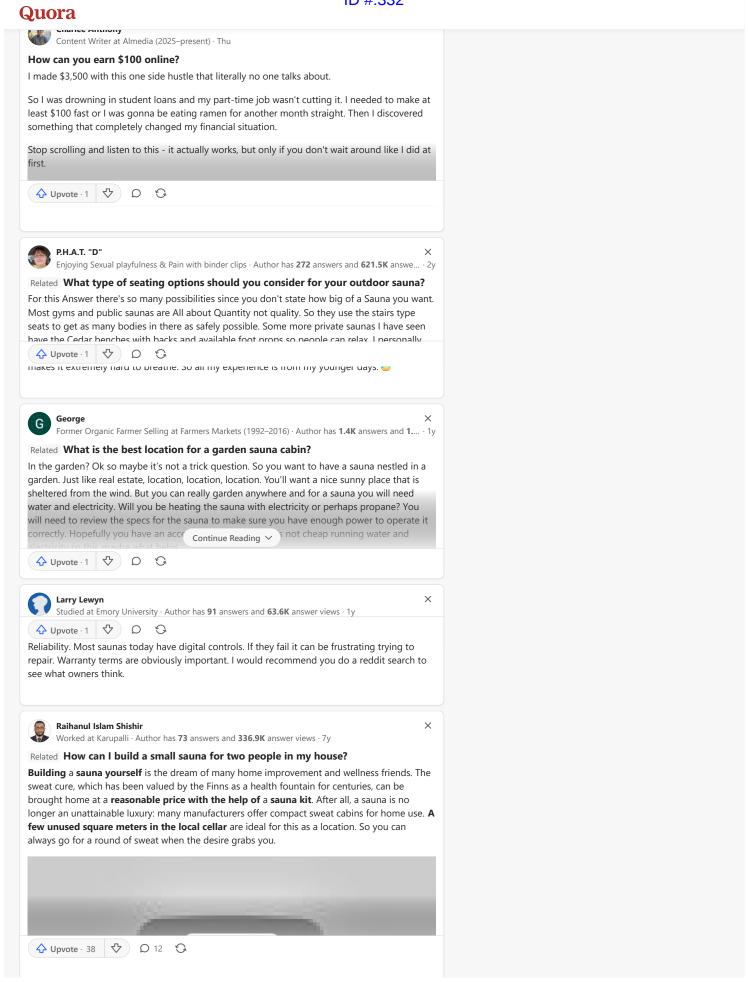




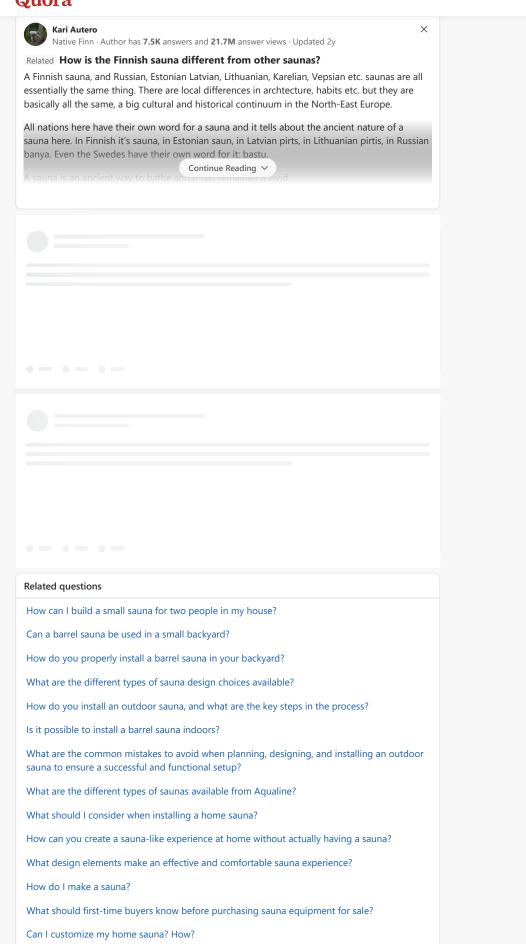








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The Real Difference between Infrared and Traditional Nordic Saunas

A breakdown of the health benefits of both infrared and traditional nordic saunas + our personal experience with each



Hi, I'm Emily.

Welcome to Hearty Sol where I shar recipes, DIY projects and our far family story with the world!

I love sewing, working with leathe and wood, creating simple heart recipes, fun projects and keeping t with our menagerie of children gardens and animals around here.

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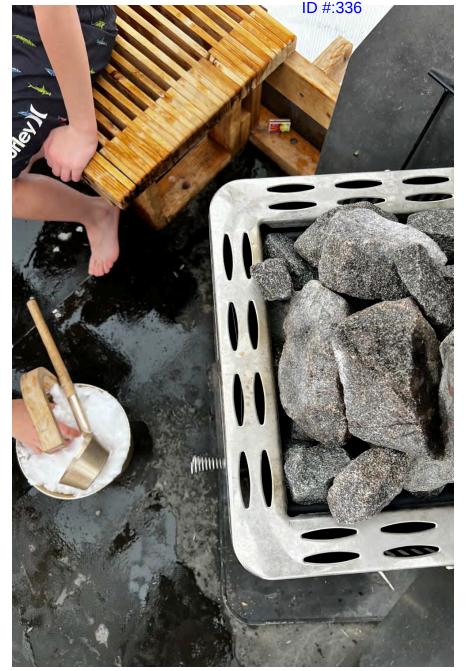
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Infrared vs. Traditional Nordic Saunas: The Science and Health Benefits

After personal experience with both infrared and traditional saunas, we have seen firsthand how the type of sauna you use will affect the health benefits you receive and your overall sauna experience.

Traditional Nordic Sauna

- How It Works: Traditional saunas, such as Nordic or steam saunas, use a heat source to warm the air to temperatures around 150-195°F (65-90°C). This intense heat stimulates sweating and increases core body temperature. The humidity can range up to 30%, depending on whether water is poured over hot stones, creating steam
- Health Benefits: Research, including studies by the Mayo Clinic and JAMA Internal Medicine, indicates that traditional saunas offer cardiovascular benefits by

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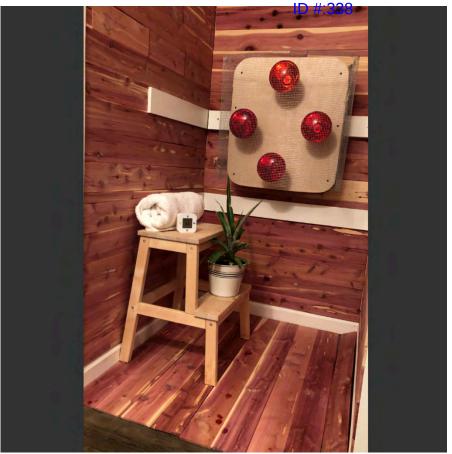
Bring on the Good Stuff!

promoting increased heart rate and circulation, similar # 1836 rate exercise. Regular use has been linked to improved heart health, detoxification through sweating, and reduced stress levels. The heat can also relieve muscle and joint pain, making traditional saunas ideal for those seeking relief from physical tension.

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Infrared Sauna

- How It Works: Infrared saunas operate differently by using infrared light to heat
 the body directly rather than the surrounding air. This keeps temperatures lower,
 typically between 120-140°F (49-60°C), making them a gentler option for those
 sensitive to high heat.
- Health Benefits: Infrared heat penetrates deeper into tissues, which can be
 beneficial for muscle soreness, muscle recovery, and pain relief. The lower
 temperature allows for longer sessions, promoting a moderate level of
 detoxification and a soothing effect on muscles and joints. However, infrared
 saunas may not provide the same cardiovascular benefits as traditional saunas
 since the lower temperature does not elevate the heart rate or blood circulation
 to the same extent.



Infrared in our basement: our first Sauna trial

Twelve years ago, I longed so badly for a sauna in our basement. I was on a budget and fairly handy at DIY, so I built one in the bathroom closet. I paneled it in cedar, added infrared heat lamps to heat the space, plopped a stool and a fresh towel down and thought there, now I have a sauna. Before using the sauna, I would go down to plug it in 15-20 minutes before.

It was dark and lonely down there. Only space for one person to sit on the stool, but I was warm. The infrared sauna session was the same feeling as pulling a hot towel out of the dryer. I would eventually get warm enough to sweat, then take a shower and go to bed. But something felt like it was missing. What I had built was a 'microwave'.



The 360-Degree Clear Sauna Experience

After trying infrared, I realized I needed real fire, steam and connection. After many years and lots of research we opted for the custom made camper/ greenhouse/bread-raising/ sauna that we have now! We rarely start it up just for ourselves, so every Sunday we invite some friends or family to join us for Sauna Sunday. We love to share it with anyone who wants to experience it's benefits. Because when you surround yourself with like-minded people and everyone's healthier, your community becomes healthier and it trickles down to so much more than sitting in a sauna with some people every week.

Our 360-degree clear sauna offers the best of traditional sauna benefits, with the added experience of panoramic, non-claustrophobic views that bring you closer to nature. Here's what makes our sauna unique:

- Open and Inviting Design: The transparent walls eliminate any feelings of confinement, providing an open space that's both relaxing and visually pleasing.
- Immersive Sunset Views: Imagine winding down in a warm sauna with stunning sunset views—this scenic element creates a calming atmosphere that enhances the sauna's relaxation benefits.
- Enhanced Social Interaction: The spacious, clear design promotes a shared experience with friends and family, making the sauna session both a wellness activity and a time to connect with loved ones.

Find out more about our custom-made sauna here.



The Social and Cultural Aspects of Traditional Saunas

In many cultures, traditional saunas are deeply communal experiences. Annette Scott from Kodawari Studios emphasizes the unique social benefits of traditional saunas, where shared spaces encourage relaxation, open conversations, and bonding. According to the Global Wellness Summit, communal activities like sauna bathing can lower stress, improve emotional well-being, and even boost immunity through the release of oxytocin, the "feel-good" hormone. This makes traditional saunas more than just a wellness tool; they're an experience that brings people together, fostering connection and community.

It's a time to unplug, connect, conversate, catch up with deep meaningful conversations, and immense natural relaxation from a crackling fire, steamy rocks, all while we watch the sunset over the field letting our natural melatonine kick in.



Thinking about saunas in the same way we think about food

Infrared saunas are like the microwave of the kitchen. We can get our calories, it works. But it always left me feeling like something was missing. And now I knew what that was. We can sit in the sauna, while a hot fire burns, warming the cedar benches, chatting about our week. Eventually once it starts to cool to about 150 I add a scoop or two of essential oiled water to the top of the rocks and the entire sauna steams up. Now this, THIS feels like a grown-up way of eating. There's just something so different about wood fire and steam. It nourishes my appetite so much more fully.

Now, don't get me wrong. I'm not saying 'microwaves' are bad. We have one. It serves a purpose. I do however feel like we've not only invested in our family's health future, but also created community, togetherness, and a well-rounded health connection for whoever joins us.



Common Questions About Infrared and Traditional Saunas

Do infrared and traditional saunas offer the same health benefits?

 No, each sauna type offers unique benefits. Traditional saunas provide cardiovascular and detox benefits at high heat, while infrared saunas are more suited to pain relief and deep muscle relaxation.

Are there any cultural components to traditional saunas?

 Yes, traditional saunas are integral to many cultures, particularly in Nordic countries, where they're valued for both health and social connection. Sauna sessions often involve family or community members and are a time for relaxation and bonding.

Can infrared saunas help with weight loss?

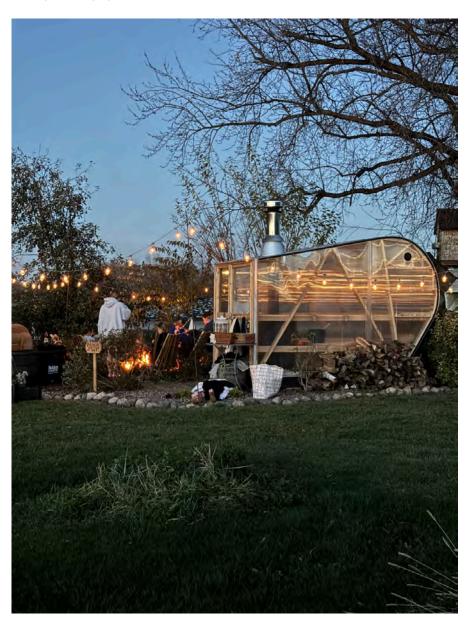
• Infrared saunas do increase calorie burn but usually \$10.4 modes are rate. Traditional saunas may support weight loss more due to their higher heat and heart rate elevation.

Which sauna type is better for beginners?

 Infrared saunas may be more accessible for beginners because of their lower temperatures, making it easier to acclimate to heat therapy gradually.

How long should a typical sauna session last?

 For traditional saunas, sessions of 10-15 minutes are ideal, while infrared sessions can last 20-30 minutes due to the gentler heat. Always listen to your body and stay hydrated.



Final Take on Infrared vs. Traditional Saunas

Both traditional and infrared saunas offer fantastic wellness benefits, from detoxification to muscle relief and stress reduction. However, when we are comparing an infrared vs traditional sauna the communal and cultural aspects of

traditional saunas, especially in our 360-degree clear sauna, 360-degree that's more than just a session—it's a holistic escape that refreshes mind, body, and spirit. Whether you're seeking a space for solo relaxation or shared time with friends and family, consider adding the open, scenic comfort of a 360-degree clear sauna to your wellness routine.

Resources to help you dig deeper

Saunas and Social Connection by Global Wellness Summit

Cardiovascular and Other Health Benefits of Sauna Bathing by Mayo Clinic

Association between Sauna Bathing and Fatal Cardiovascular and All-Cause Mortality Events by Jama Internal Medicine

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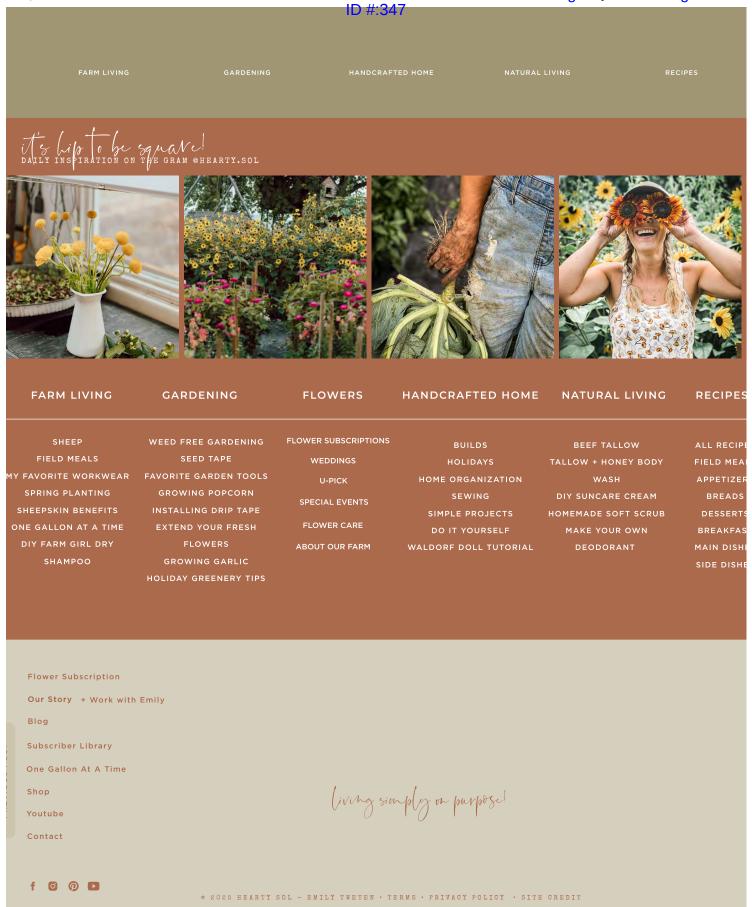
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Cheers,



LEARN (/learn) What is the Difference Between Infrared Sauna and Nordic Sauna?





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INFRARED VS. NORDIC SAUNA

In our latest YouTube video, we're addressing a question we hear ALL. THE. TIME.

What's better: infrared or Nordic sauna? We know, it's no surprise which side of the line we stand on. We're here to explain why we feel so strongly about the answer.

We sit down with Annette Scott of Kodawari Studios (https://www.kodawaristudios.com/) to discuss the differences between infrared and traditional Nordic saunas.We're taking a deep dive into the science, the health benefits, and cultural practices to help you understand the significant differences between these two modalities.

The Difference Between Infrared Sauna and Nordic Sauna



In this video, you'll hear about:

- 0:28 The science of traditional sauna vs. infrared sauna
- 3:05 The social benefits of traditional sauna
- 5:46 Annette's business experience with infrared and traditional sauna
- 7:13 The cultural component of sauna
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Resources to help you dig deeper:

- Cardiovascular and Other Health Benefits of Sauna Bathing by Mayo Clinic (https://mayoclinicproceedings.org/article/S0025-6196%2818%2930275-1/fulltext)
- Association Between Sauna Bathing and Fatal Cardiovascular and All-Cause Mortality Events by Jama Internal Medicine (http://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2130724#google_vignette)
- Saunas and Social Connection by Global Wellness Summit (https://www.globalwellnesssummit.com/trendium/trend-saunas-and-social-connection/)

GO BEYOND THE HYPE





Want to learn more about common sauna myths and the health benefits of sauna? Check out our new on-demand course, Sweat Equity: The Sauna and Cold Plunge Masterclass (https://cedarandstonesauna.com/sweat-equity/), created in collaboration with Annette Scott of Kodawari Studios (https://www.youtube.com/@Kodawariyoga). (https://www.youtube.com/redirect?

event=video_description&redir_token=QUFFLUhqa3dMZ0lFRUxyd2RyY0JySTYxelFq0FRPZE1MZ3xBQ3Jtc0ttTUowV0FiN1pUd0w4RU1XejR1aWZuc2VfcmVkY1gyOS0yZUluMDRWdzdpNkpRTWpRMFotbHW

As leaders who work every day to bring quality sauna to people's lives we know firsthand that almost everyone has more to learn about sauna, especially when it comes to the health benefits. Our goal has been to create an easy way for enthusiasts to dive into the research that matters so they can become a trusted source in their community on the transformative power of sauna and cold plunge.

This on-demand video course covers 16 different topics with a total of 2.5 hours worth of instruction given by industry experts Annette Scott and Justin Juntunen. Digestible videos allow you to dive in at your own speed on a range of topics covering the biological, psychological, and social benefits of sauna.



Bring the ritual of sauna to your property or business: https://cedarandstonesauna.com/build/ (https://cedarandstonesauna.com/build/)



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